



Information, Advice And Guidance (IAG) Policy Including Careers Education And Guidance (CEG)

Most recent update: 09 September 2025

Scope

All participants accessing adult education or employment support programmes through Cheshire West and Chester Council (CW&C) are entitled to high quality information, advice and guidance (including careers education and guidance) to help them to make effective choices about learning and work. This includes pre-recruitment information to enable them to select the right programme, on-programme support from tutors and employment mentors, and end of programme IAG to ensure effective progression to intended further learning and/or work destinations.

This offer is for all individuals who participate in any Skills and Employment (S&E) provision and associated activities. It ensures that all customers have equal access to allow them to participate fully and make progress. IAG/CEG is provided as an embedded process by tutors and employment mentors and includes access to standalone IAG services from external partners e.g. National Careers Service.

Our offer mirrors the principles underpinning the Gatsby Benchmark for good careers guidance and adheres The Career Development Institute Code of Ethics. This ensures we provide confidential, impartial and personalised support to enable progression appropriate to each learner or programme participant's stage of career, learning, planning and development.

We aim to inspire our learners and programme participants so they are motivated to make progress. We provide access to the tools needed to achieve their goals and support them to do so.

Quality Assurance Standards

This offer will be subject to both internal monitoring (through our own Quality Assurance framework) and external inspection to ensure consistency and quality of the service. The external inspection will be completed by OFSTED, Matrix, and support programme funders (for example DWP).

The Skills and Employment Service is Matrix accredited (December 2023) and was rated GOOD by Ofsted (April 2018). Matrix reassessment is due in December 2026.

Characteristics Of Service

There will be consistent key characteristics of the offer across S&E:

- Whole team commitment to the provision of high quality IAG/CEG throughout the service with full management support
- Recognition of staff skills, strengths, limitations and when to bring in external providers
- Timely provision of support
- Personalised service working with customers' existing skills, strengths and aspirations





- Motivation and confidence building
- Agreed goals which are challenging but realistic
- Challenging stereotypes thereby promoting equity diversity and inclusion
- Breaking down barriers
- Inclusive of parents/carers when agreed and appropriate

Delivery Staff

IAG (including CEG) is delivered via an integrated approach throughout the S&E service by all staff with differing areas of expertise. Suitably qualified dedicated progression officers also provide personalised one-to-one IAG sessions or will contact expert external partner organisations, for example the National Careers Service.

**Overview of IAG/CEG Entitlement**

Who	Service users	learners in direct delivery and commissioned provision
		customers accessing employment support programmes
	Employees	at risk of redundancy
		in Supported Employment
		in work progression
	Employers	in work progression options
		workplace adjustments
		disability awareness training

What	Adult Education	pre-course information to inform choice
		in-course support
		end of course IAG/CEG to inform next steps in line with career aspirations
		progression courses
	Employment Support programmes and Employers	1:1 employment mentoring
		job search and applications support
		CV creation and development support
		interview skills
		career choices and planning
		better off in work calculations
		job brokerage/workplace adjustments
		travel training
		workplace training
		in work progression

How	Format	1:1 face to face (including online)
		group sessions
		Email
		Telephone
		with third party (eg parent/carer as appropriate)
	Process	embedded, integrated process
		dedicated stand-alone process
	Using	own staff
		IAG qualified advisors and mentors
		external advisors – National Careers Service



When	Learners	on programme application for suitability
		during programme for review and planning
		for early leavers or exits from programmes
		at the end of each programme
	Employment Support	on programme application for suitability
		during programme for review and planning
		for early leavers or exits from programmes
		transition to work
		in-work support

Quality	External standards	Matrix accreditation
		Ofsted inspection
		Funded projects external audits
		<u>Gatsby standards</u>
		Career development code of ethics
	CW&C internal Continuous Quality Improvement and Quality Assurance (QA) framework	whole team focus on IAG
		IAG qualified internal staff
		observation of practice/walkthrough - group sessions - 1:1 sessions
		customer feedback
		data analysis of key performance indicators - retention - achievement - progression (further learning/job outcomes)
		annual self-assessment and quality improvement planning

For enquiries (staff contact details or any of the above services) please contact Ben Watts on benjamin.watts@cheshirewestandchester.gov.uk 07781 500226